



DIGITAL STORYTELLING (DST) STEP 1: BACKGROUND RESEARCH AND AUDIENCE INSIGHT / ASSIGNMENT 2

DST1-2 Assignment: EXPERIENCE GATHERING

Phase 1: Prepare for the tasks

- **Define the focus** of what you are interested in and consider what you want to do with the findings (gather first-hand information, build personas, create journey maps, etc.).
- **Choose the most suitable methods** for gathering and storing experiences, such as qualitative interviews, quantitative surveys or polls, observations - your choice! You can use the tools and methods available at [Haaga-Helia Tool Factory](#).
- **Think about how you will recruit your participants**, considering not only who you interact with, but also when – the best times and situations – and how you will approach the participants.

Phase 2: Gather experiences and document your findings

- **After deciding the best method**, time, length and depth of your study, start gathering and documenting information (i.e. recordings, photographs, videos, screenshots or screencasts, journey maps, or simply field notes).
- **Store your data and findings** on an interactive platform such as Google Drive and share them with your team members.
- **Consider and discuss the data and its relevance** in view of your original research objective. What relevant issues can we learn from your experience gathering efforts?

Phase 3: Report you key findings

- Organize the data and summarize the **key learnings**.
- Review all the data and **highlight important issues**, identifying trends and patterns.
- **Make a short presentation** of the key findings and examples. Illustrate your findings with quotes, photos, videos, infographics, etc. For inspiration, have a look at [Edutopia Gallery Walk ideas](#).

